

Organ plays at 9, 11 and 4:50
(Melody and Chimes at Noon)

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

A Comfortable and Beautiful Store With a Welcome for All

It Is a Fine Big Boy Known to Us Who Knows a Tree

by its leaves, as so many trees have no fruit to be known by. That same boy seldom makes a mistake, because he has made a study of other than the fruit-bearing trees, reading up the Encyclopedia Britannica, as well as all volumes of tree knowledge.

That's the boy to take a long walk with and be introduced to the trees by name.

[Signed]

John Wanamaker

October 23, 1922.

Mourning Millinery

Hats and bonnets of distinction, from Paris modistes and our own milliners, designed in crepes, gros grain and taffeta silks, uncut velvet, felt, and the various materials approved for mourning wear. Also English and American sports and outing hats in black

felt, velour or wool, that may correctly be worn by those in mourning.

The mourning millinery is in a secluded section of the Millinery Salons, where hats and veils may be chosen in quiet and privacy.

(Second Floor)

Lovely Fur-Collared Coats for Women Are \$95

They are such remarkable coats for \$95 that they deserve to be called "specials."

The two styles are both in the finest quality of bolivia coating and have the new straight back with stitched pleats at the sides, flaring below the belt.

With Malay brown bolivia, the large collar is of a beautiful

golden brown beaver. With black, the collar is the loveliest gray squirrel.

In the other style coat, the collar is cape shaped and of silky caracul. The colors are navy and Malay brown.

Every coat is warmly interlined and also has a crepe de chine lining.

(First Floor)



Women's Gowns of Black—Beautiful and Picturesque

THESE are the most individual gowns imaginable, entirely simple or with fur or real lace to emphasize their richness.

All their beauty is the kind that doesn't "date" because it is in line and in fabrics—heavy silk novelty crepes, broche satins, matelasses. When fur is used it is used artistically.

Gray kimmer forms the choker collar and cuffs of one gown.

Fox borders the neck and foot of another.

Dyed squirrel is frequently seen. When lace is used it is often real Venise, mellow toned, in the form of a bertha or collar and cuffs.

Such beautiful things seem amply worth \$95 to \$200.

(First Floor)

200 Women's Sweaters Are Now Marked \$5 Each

There are even pure silk sweaters among them and many pretty woolen slip-on styles.

All odds and ends of the finer kinds whose prices were far above what they are now.

(West Aisle)

Fine Three-Piece Costumes for Young Women

For luncheons, teas, matinee and restaurant wear, and all those social occasions when it is convenient to slip off a smart jacket and remain elegantly gowned.

Fashioned of Rodier's "perlinee galonnee," of rich French cashmere (twills), and of exquisite qualities of duvetyne, bolivia and fur cloth.

In Malay brown, cinnamon and rust shades, black, Hawaiian blue,

midnight blue, pine-needle green, cinder and kit fox grays. The upper portion of gowns fashioned of silk crepes to match, or in more delicate shades. The coats trimmed with fox, gray otter, squirrel, moleskin, beaver or wolf.

The wearer of such a costume does not care to meet her duplicate, and we therefore have but one of a kind, the collection including 14 to 20 year sizes. \$125 to \$385.

(Second Floor)

A Tongue Slipper in Mole Gray Suede

A shade of gray that goes well with gray or brown gowns and is better than any other color with certain blue gowns.

Made on a peculiarly graceful last with high arch, Louis heel,

short vamp and moderately rounded toe.

At the base of the tongue a strap buttons over on one side. On this may be worn a buckle, a small ornament, or nothing. Priced \$18 a pair.

(First Floor)

The Loveliest Wool Scarfs Appear in the London Shop

They are of softest wool and cashmere in exquisite colorings—rose and mauve stripes on a creamy ground, monochrome and gray, violet and blue and countless combinations. If you can't possibly make up your mind which is the prettiest, you can choose a plain tan cashmere of surpassing softness. Mostly for women.

Each is priced \$5.50.

(The Gallery, Chestnut)

Women's New Wool Sports Stockings \$2.50

Heather mixtures, black or creamy tan with contrasting cloaks or with vertical stripes of silk. They're in a wide range of colors in sizes 8 1/2 to 10.

(First Floor)

New Hand-Drawn Handkerchiefs Have Tiny Roses

They are silk roses and the tiniest you can imagine. They are part of the decoration on some of the most beautiful hand-drawn handkerchiefs we have ever had.

The linen of the handkerchiefs may be white, gray, pink, violet or blue and a number have squares or triangles of applique checks. They are \$2.25 and \$2.50 each.

(Main Floor)

Miniature Grapes Play a Large Part in the New Jewelry

That anything "miniature" can play a "large" part may seem a paradox, but the settings and chains are so fine and delicate that the grapes do play a large part—and play it charmingly.

The grapes are of imitation jade, lapis lazuli, coral and pearl or of opaque ruby red and they are used in necklaces with sterling-silver leaf mountings and slender sterling-silver chains, with small beads, at intervals, to match, \$7.50 to \$19.

Earrings to match are \$9.50 and \$12 a pair.

(Main Floor)

White Sports Satin Special, \$1.50 Yard

Brilliant of luster, soft and clinging in weave, it makes an excellent foundation for evening gowns in addition to its well-known use for skirts or separate blouses.

40 inches wide.

(East Aisle)

To Make Your Own Fashionable Bertha Collar

You need only part of a yard of deep, pleating or ruffling that is here especially for that purpose. Chiffon, Georgette, net and pretty laces are here in widths from 4 1/2 to 13 inches, in white, cream, ivory and black, pleated (for the most part) and some of them in points or ruffled, at \$1 to \$3.50 a yard.

(Main Floor)

The Prettiest Blouses for Sports Suits

are surely some hand-made ones of heavy white American silk broadcloth.

Two new styles have the round flat collar, in one it is hand feather stitched with cuffs to match. Both models have hand-drawn work or hand hemstitching. The prices are \$8.75 and \$10.85.

(Third Floor)

This Is to Be a Great Velvet Season

Now English velveteens are as soft and supple as chiffer velvet. They are in particularly lovely colors and are both color-proof and fast pile. Black, navy, marine and spark blue, bearrisk, tabac, beaver and mahogany brown; cardinal, gobbler and best-root reds; putenia, Napoleon blue, bronze green and other shades. Priced \$3.50 a yard.

American velveteens, almost as fine and effective, are in black, brown and navy, at \$2 and \$2.50 a yard.

All are 36 inches wide.

(First Floor)

New Models in Letitia Corsets

Letitia corsets have many of the fine features of the more costly Parisiennes. They are made by the same gifted French corsetier, and even though the materials are less expensive, they are always exceptionally fine and dainty.

A group of new Letitia models in fine pink coutil at \$5, \$6.50 and \$8; in pink broche and elastic, at \$9.50; and in heavy white satin and silk elastic, at \$13, are all of very unusual quality, and bear out the assertion that Letitia corsets are invariably better than one expects to find at the price.

Brassieres to go with them, \$2 to \$7.

(Third Floor)

Fireplace Baskets

Willow baskets in a graceful shape are big enough to hold an evening's supply of firewood. \$5.75 to \$7.50. Stained in gray or brown they are \$6.75 and \$8.50.

(Fourth Floor)



Just Arrived From Claire—Paris Oree Face Powder at \$1.50

Women would welcome this delicate, exquisite powder at any price, but how good to know that it is exactly half the price of the last shipment, some time ago!

It is in white, natural and brunette.

Women have been asking about it and waiting for it and now the good news is that it is here.

(Main Floor)

Long French Suede Gloves in Uncommon Demand

New shipments have just arrived in the most desired pale shades.

Twelve-button length pique-sewn in light gray or light fawn, with embroidered or Paris point backs, at \$6 a pair.

Sixteen-button length, over-seam or pique-sewn, in beautiful shades of light tan, mode and mastic, \$7.50 a pair.

(Main Floor)

N. B. Soft, velvety mocha gloves in good winter weight, special at \$2.25 a pair.

One-clasp, outseam sewn, in dark heaver or gray with heavily embroidered backs.

(West Aisle)

Women's Warm Negligees

The French Room just now has a particularly good collection of the beautifully colored warm things of various materials—albatross lined with silk, flannel lined with silk, corduroy, crepe de chine lined with albatross and quilted satin. Prices are \$10.75 to \$55.

(Third Floor)

Wonderful Choosing Among New Bags of Chiffon Velvet, Silk or Duvetyne

A flat oblong bag of black taffeta has rows of pin tucks, a covered frame and a charming clasp set with an imitation moonstone. \$10.

A dear little pouch-shaped bag of beaver cloth duvetyne has a sparkling touch of marcesite in the mounting. \$10.

An even smaller and rounder bag of Pompeian red duvetyne has a cone-shaped top of metal filigree. \$7.50.

There is no end to the variety. dozens of different bags are here for calling, for matinees, for shopping, for everyday use.

In black, navy, brown, beaver, beige, rose, red, violet and mocha. \$5 to \$15.

(Main Floor)



The Vogue of Decorated Furniture

Painting and decorating furniture is an old art.

The modern revival of it began in the Wanamaker Store several years ago, and it took on a new vigor when we established a decorating studio here in the Furniture Store.

Men of experience in the furniture and decorating business are much impressed by the work that we are doing in this line. Our own floors are rich in examples of it, the most striking of which are some complete suits for dining rooms and for bedrooms.

But in addition to these remarkably fine decorated suits there is a most interesting choice of novel individual pieces, chiefly davenport-end tables, sewing-boxes, small console tables, ladder-back chairs, in mahogany with floral decoration in natural colors, and tasteful stripings in blue, bronze or green.

These pieces are anything but expensive and they are in high favor as gifts.

From \$11.75 for a davenport-end table to \$32 for a sewing table.

(Fifth Floor)

New From the Publishers

"My Life," by Emma Calve; price \$4. In this she pictures the struggle from student days to those of her great triumphs.

"Prejudices," by H. L. Mencken; \$2.50. Essays in the direction of general ideas.

"A Book of Burlesques," by H. L. Mencken; \$2.50. Satires and extravaganzas.

"Through Spain and Portugal," by Ernest Peixoto; \$3.50. Beautifully illustrated.

"Secret History of the English Occupation of Egypt," by Wilfred Scaven Blunt; \$5.

An immensely interesting and valuable work.

(Main Floor)

Little White Lamps

Boudoir lamps of ivory-finished metal, complete with glass-paneled and metal-trimmed shades, price \$5.50.

(Fourth Floor)

Hundreds of Cretonne Patterns for Every Use

Whether you want cretonne to make pillows, draperies, scarfs, shirred covers for the bedroom, for upholstering or for lamp shades, for whatever you want it—you create it here! There are cretonne patterns for every use and the widest assortment is between 40c and \$3.75 a yard, with frequent stops each price step of the way—good choosing at every price!

(Fifth Floor)

Frost Means Furs

Now that frost has come and Winter is on the way there is a rush to get furs out of storage. Please send or bring your receipt when you come to the storage office on the Third Floor.

Helps for the Partially Deaf

Such people as can be helped by appliances may like to be reminded that a variety of ear horns and electric microphones may be seen in the Optical Goods Store.

(Main Gallery)

No Chance for a Shiver by Day or by Night

when children are warmly outfitted at Wanamaker's!

Children's night drawers, of outing flannel, Canton flannel and stockette, sizes 2 to 10 years, are 75c to \$2.50.

Cosy bathrobes of blanket cloth in gay patterns and cotton eider-down in plain colors, are in sizes 2 to 16 years, at \$2.25 to \$5.

(Third Floor)

Extra-Dimension Shoes for Women With Difficult Feet

For 35 years one shoemaker has been making a special kind of shoe for us. No one understands it better.

They are extra-wide across the ball of the foot and have a depression in the sole to accommodate enlarged joints. Such a foot is often narrow at the back and these shoes are designed to fit closely the narrow heel.

Made of soft, glazed black kid-skin, in oxfords or high shoes, the latter with buttoned cloth tops. Comfortable round toes with straight tips, low military heels and lightweight welted soles. Oxfords, \$12 a pair. Shoes, \$14.50.

(First Floor)

A Clever Woman Designed These Dresses for Girls

Everything about them bespeaks a feminine cleverness at dressing girls of 8 to 14 years suitably and daintily.

They are velveteen in black, navy or brown, and wool crepe in brighter colors, all delightfully made in unique and individual styles.

Ask for them in the Junior Section of the Young Women's Store. Prices, \$20 for the wool crepe, and \$28.50 to \$42.50 for velveteen.

(Second Floor)

A New Vegetable Press

is of perforated metal in one shape. A cone-shaped wooden roller, slightly smaller, is used to press the vegetables or fruit through the sieve. Fine for apple sauce, cranberries, pumpkins, squash, spinach, etc. \$2.25.

(Fourth Floor)

To Fry Oysters, Doughnuts, Croquettes

or any of the other delectable hot things that people like in cold weather, a perfect pan has been invented. It is of iron and of sufficient depth for plenty of grease. Inside is a wire basket by which the food can be lifted from the frying fat and thoroughly drained. In three sizes at \$1.45, \$1.65 and \$1.80.

(Fourth Floor)

Sterling Silver Wedding Gifts in Attractive Cases

Many people prefer this way of giving a gift, and there is a very good selection of useful and pretty articles that any bride would like to have for her table.

Salts and peppers in a case are priced from \$5.50 for a pair of salt-cellars and spoons up to \$16.50 for a pair each of salt and pepper shakers.

Mayonnaise bowls and ladle, \$12 to \$21.

Sherbet sets of six cups, \$69 to \$72.

Bonbon dishes and spoon, \$13.50 and \$14.

(Main Floor)

Everything for Baby and the Little Children

What an array of warm, useful clothing!

Every one has done his or her best for the children.

From France there come all sorts of lovely things—from beautifully hand-embroidered bibs at \$1 to distinctive coat-and-hat sets at \$85. Among them are some truly beautiful hand-made silk dresses—original Paris models. One, of tea-rose silk, is adorned with lace-like flowers, made of narrow strips of the silk, finishing the sleeves and the edge of the skirt, \$32. Another, at \$38, is of French blue, with dozens of narrow strips falling over rose panels.

There is everything for the smallest baby; dresses, suits, coats, hats, etc. for children up to 7 years; sweaters, bathrobes and underwear for those up to 16 years.

(Third Floor)



Puss-in-Boots in Halloween Garb, \$2

This fascinating doll of shiny black oilcloth is gaily adorned with orange and has a little bolero jacket of orange felt on which a black cat and a Halloween witch disport themselves.

Puss measures 21 inches tall and will gently speak to you if you press the right spot.

(Seventh Floor)

Folding Tables \$2.50

Square tables, which fold into a small space, are covered with leatherette or felt and measure 29 inches across.

(Fourth Floor)

Floor Reading Lamps of Iron

New shipments of four particularly good styles—three rather simple ones, one with gilded leaves for decoration; prices \$3, \$3.50 and \$4.

Parchment shades which would suit them very well are \$1 to \$4.75.

(Fourth Floor)

Baskets for Plants That Are Being Brought In

Most households are bringing in ferns and plants for their Winter sojourn in the house and new receptacles are needed for them.

Pretty baskets of many shapes, have galvanized metal linings.

Wall baskets, cornucopia shape, are 75c to \$2.25.

Hanging baskets, \$4 and \$4.75—lovely for ferns.

Window boxes start at \$4.50 for a little one on a stand. Baskets that rest on the sill are 24 inches long at \$5.75, 30 inches long at \$8.25 and 36 inches long at \$9.25.

(Fourth Floor)

Every Duck Hunter Dresses to Keep Dry as Well as Warm

For instance, the Duxbak coat with a wool lining and rain-proofed surface is mighty comfortable. Price, \$15.

Duxbak rain-proofed trousers also are wool lined, \$9.

Right alongside of them in the Sporting Goods Store are rubber hip boots, sweaters, oil-skin clothing, heavy stockings, mitts, wool shirts and everything the huntsman needs to wear.

Also shells, guns and a large assortment of duck decoys including Blue Bill, Red Head, Mallard, Pintail, Seal, Black Mallard and Canvasback, priced from \$15 to \$24 the dozen. Mushroom anchors and decoys with cords, \$2.60 the dozen.

(The Gallery)

Cold Weather Hurried the First Wool Mufflers for Men

They have arrived—some came all the way from Scotland; others were made in America of imported wool.

All are soft, fine and warm and men like them mighty well.

Fringe dangles from the ends, some are striped, others plain and the colors are gray, brown, tan and blue.

Imported mufflers are priced \$7.50 and \$12; domestic mufflers, \$5.

(Main Floor)

A Sturdy New Oxford for Men

It's built to stand rough wear and rough weather. Of heavy grained calfskin with a thick extension sole and flat heel, it can be worn with wool socks in the coldest weather. In black or dark tan at \$10.

(Main Floor)

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